References

- Agnew, H.E., (1985), "Outdoor Advertising", Garland Publishing pgs 48-79.
- Aldridge, S. "Why media owners go outdoors?" Haymarket Publishing Services, October 11, 2002.
- "Essentials of outdoor advertising", Association of National Advertisers, Inc. (1952).
- Brown, Sandy, "Out of home: Jack Sullivan", Mediaweek, New York, Dec. 9, 2002, 12, 45.
- Bhargava, M. and N. Donthu (1999), "Sales Response to Outdoor Advertising", Journal of Advertising Research, Jul/Aug. 1999, 39, 4, 7-18
- Bhargava, M. and N. Donthu, and Rosanne Caron (1994), "Improving the effectiveness of outdoor advertising", Journal of Advertising Research, Mar/Apr 1994, pgs 46-55.
- Bingham Jr., F.G. and Roger Gomes (2001), "Business Marketing", second edition, NTC/Contemporary Publishing Group, 3-23.
- "Arbitron to develop outdoor rating system", Business Wire, June 20, 2002
- "Nielsen to test electronic ratings service for outdoor advertising", Business Wire, Oct. 8, 2002.
- "Magink & Mitsubishi Electric Corp. to develop full color digital ink outdoor displays", Business Wire, Dec. 4, 2002.
- Chilton, David, "Ads outside the box", Marketing Magazine, Toronto, Nov. 18, 2002, 107, 46, 21-24.
- de Asis, Karen, "How effective are outdoor ads?" Financial Times Information, Global Newswire, Philippine Daily Inquirer, Feb. 7, 2003
- Diyco, Nanette Franco, "Ads and Ends: Starring billboards", Businessworld, Jan. 10, 2003, 28.
- Dwyer Robert F. and John F. Tanner, Jr. (2002), "Business Marketing: Connecting Strategy, relationships, and learning", second edition, McGraw-Hill Higher Education
- Emling, S. "Digital billboards tailor their message to the viewer", Cox News Service, Feb. 4, 2003.
- Glover, Hartley and Patti (1989), "How advertising message strategies are set", Industrial Marketing Management, Volume 18, Pgs 19-26
- Goodgold, Elizabeth J., "The Great Outdoors", Entrepreneur, April 2003, 31, i4, 82.

- Henderson, Sally & Robert Landau (1980), "Billboard Art" Chronicle Books.
- Houck, J.W, (1969), "Outdoor Advertising – History and Regulation", University of Notre Dame Press.
- Hutt, M.D. & T.W. Speh (2001), "Business Marketing Management", seventh edition, Harcourt College Publishers, 408-455.
- Johnson, Allen, "Our torrid love affair with billboards", News & Records (Greensboro, NC), Nov. 3, 2002, H2.
- Kerr, Colin "The great outdoors", News Group Newspapers Ltd., The News of the World, Dec. 1, 2002.
- Kotler, P. (1999), "Marketing Management", 10th edition, Prentice Hall.
- Kuchinkass, Susan, "Billboards go high-tech", Mediaweek, New York, Feb 17 2003, 13, 7, 9-11.
- Lichtenthal, J.D. and Shay Eliaz (2003). "Internet integration in business marketing tactics", Industrial Marketing Management 32, 3-13.
- Lichtenthal, J.David and Robert H. Ducoffe (1994), "Industrial Advertising Decisions" Advances in Business Marketing and Purchasing, 6, 221-257.
- Lichtenthal, J. David (1997), "One Customer - Multiple Targets", Business-to-Business Journal, 1, 1, 15-16.
- Lichtenthal, J. David, "Group Decision Making in Organizational Buying: A role structure approach", Advances in Business Marketing, 3, 119 – 157.
- Lieb, David A., "Transportation department changed policy on billboards", Associated Press, Sunday BC Cycle, Dec 15, 2002.
- McCall, Margo, "Tower America has big vision for billboards", Wireless Week, Sept.2, 2002, 25.
- Messner, F.R., "Business to Business Communications Handbook," NTC Business Books, 109-118.
- Morril, J.E. "Industrial Advertising pays off", Harvard Business Review, 48, Mar. / Apr. 1970.
- Nelson, R. & A.E. Sykes (1953), "Outdoor Advertising – Its function in modern advertising and marketing", George Allen & Unwin Ltd.
- Newman, Barry, "Sky-borne signs are on the rise…", Wall Street Journal, New York, Aug. 27 2002, B3.

- Outdoor Advertising Association of America, http://www.oaaa.org.
- Pigg, Susan, "Not in my town you don't", Toronto Star, July 2, 2002, D01.
- Robertson, Gary, "Outdoor Advertising could go big time" Richmond Newspapers Inc., January 20, 2003, D6.
- Steingberg, Don (1994), "Billboard ad company uses demographic software", Infoworld,
- Taylor, Charles R; Chang, Weigh (1995), "The history of outdoor advertising regulation in the United States", Journal of Macromarketing, 15, 1, 47-63.
- "Getting into Outdoors", Centaur Communications Ltd., Marketing Week, January. 30 2003, 39.
- Weed, Keith " The great outdoors. They may not be high-tech or cool…" Financial Times (London), July 9, 2002, 30.
- White, Erin "Shopping for ads? Supermarkets sprout billboards", Wall Street Journal, New York, June 12 2002, B-4D.